

BS00155

U.S. Application No. 09/751,702 Examiner BROWN, Art Unit 2611
Submission of RCE in Response to November 2, 2006 Final Office Action

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for formulating controlling and managing presentation to viewers of programming content, the system comprising:

a processor communicating with memory and with a user interface, the processor adapted to receive the programming content comprising a program and program control data, the program control data having a data format in which a default entry is subsequently followed by a series of data records, with one or more of the data records associated with a particular portion of the program, the one or more of the data records having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action;

the viewer interface adapted to receive information related to program presentation preferences of a viewer;

the processor adapted (1) to modify the program based on the program control data and (2) to output the modified program for presentation on a display device;

the processor retrieving the programming content from the memory and communicating the programming content to users, the processor receiving and tabulating votes from the users a vote via the user interface that suggests an alternative plots plot for the programming content program; and

the processor receiving then sending an instruction to a transmission facility to communicate alternative programming based on the tabulated votes.

2. (Currently Amended) The system of claim 1 wherein the processor receives ~~embeds the~~ alternative plots as ~~into~~ channels of the programming content.
3. (Currently Amended) The system of claim 1 wherein the ~~processor communicates the programming content to the users via the Internet~~ offset time stamp is expressed in hours, minutes, and seconds from a start of the program.

BS00155

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4. (Currently Amended) The system of claim 1 wherein the ~~processor communicates the alternative plots to the users via the Internet~~ component value of the one or more of the data records refers to an audio and video portion of the program to which the rating value and the content attribute value apply.
5. (Currently Amended) The system of claim 1, wherein the ~~processor tabulates the votes received from an Internet website~~ component value of the one or more of the data records refers to a substitute audio and substitute video portion for the program to which the rating value and the content attribute value apply.
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Canceled)
11. (Currently Amended) A method for ~~formulating controlling and managing presentation to viewers of~~ programming content, comprising:

receiving the programming content comprising a program and program control data, the program control data having a data format in which a default entry is subsequently followed by a series of data records, with one or more of the data records associated with a particular portion of the program, the one or more of the data records having a linear representation comprising an offset time stamp, a rating value, a content attribute value, a component value, and an action;
receiving information related to program presentation preferences of a viewer;
modifying the program based on the program control data and outputting the modified program for presentation on a display device;
receiving a vote via the user interface that suggests an alternative plot for the program; and

BS00155

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receiving alternative programming based on tabulated votes

~~retrieving the programming content and communicating the programming content to users;~~

~~receiving and tabulating votes from the users that suggest alternative plots for the programming content; and~~

~~providing an instruction to communicate alternative programming based on the tabulated votes.~~

12. (Currently Amended) The method of claim 11, further comprising ~~embedding the alternative plots into channels of the programming content~~ receiving the offset time stamp expressed from a start time of the program.
13. (Currently Amended) The method of claim 11, further comprising ~~communicating the programming content to the users via the Internet~~ receiving the offset time stamp expressed in hours, minutes, and seconds from a start of the program.
14. (Currently Amended) The method of claim 11, further comprising ~~communicating the alternative plots to the users via the Internet~~ receiving the component value referring to an audio and video portion of the program to which the rating value and the content attribute value apply.
15. (Currently Amended) The method of claim 11, further comprising ~~tabulating the votes received from an Internet website~~ receiving the component value referring to a substitute audio and substitute video portion for the program to which the rating value and the content attribute value apply.
16. (Canceled)
17. (Canceled)
18. (Canceled)

BS00155

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19. (Canceled)
20. (Canceled)
21. (Canceled)
22. (Canceled)
23. (Canceled)
24. (Canceled)
25. (Canceled)
26. (Canceled)
27. (Canceled)
28. (Canceled)